CLAIMS

1. In a computer system, a method of encapsulating multimedia content data, multimedia content description data, and program instruction code into an aggregated data representation comprising a logical structure, the method comprising:

storing on a storage device, information about the multimedia content data, the multimedia content description data, and the program instruction code to form a main header section (300) in the logical structure;

storing on the storage device, multiple block headers for all multimedia content data, multimedia content description data, and the program instruction code to form a block headers section (301) in the logical structure; and

storing on the storage device, multiple data blocks for all multimedia content data, multimedia content description data, and the program instruction code to form a data blocks section (302) in the logical structure.

2. Method according to claim 1, wherein:

the block headers sections (301) comprise a scene block header (400);

the block headers sections (301) comprise a header selected from the group consisting of an image resource block header (500), a text resource block header (550), a mesh resource block header (600), and a video resource block header (650);

the data blocks section (302) comprise a scene data block (700);

the data blocks section (302) comprise a data block selected from the group consisting of an image resource data block (1200), a text resource data

block (1250), a mesh resource data block (1300), and a video resource data block (1350);

the number of data blocks in the data blocks section (302) is equal to the number of block headers in the block headers section (301) with an empty external_link field (324); and

the program instruction code controls playback of the multimedia content.

3. Method according to claim 1, further comprising:

determining the storing order of the resources, for the different multimedia types, e.g. audio, video, image and text, providing efficient streaming transmission;

compressing the data in some of the data blocks section using appropriate compression schemes, e.g. as ZLIB, PNG or JPEG; and

providing different scaled content representations of one or more scenes, depending on different hardware profiles of the destination computers (101), e.g. bitrate, screen, language, and/or machine.

4. Method according to claim 1, wherein the logical structure is a XML formatted structure.

5. Method according to claim 1, further comprising transferring information selected from the group consisting of the aggregated data representation and the logical structure across a transport medium (105) to one or more destination computers (101).

6. Method according to claim 3, further comprising providing linking between multiple files with multimedia content by use of an external_link field (324) in the block headers section (301).

7. In a computer system, a method of retrieving multimedia content data, multimedia content description data, and program instruction code from an aggregated data representation stored on a storage device, the data representation comprising a logical structure encapsulating the multimedia content data, multimedia content description data, and program instruction code, the method comprising reading from the storage device:

a main header section (300) of the logical structure, the main header section having information about the multimedia content data, the multimedia content description data, and the program instruction code;

multiple header blocks from the header section (301) of the logical structure, the multiple block headers comprising information about multimedia content data, multimedia content description data, and program instruction code; and

multiple data blocks from the data section (302) in the logical structure, the multiple data blocks comprising multimedia content data, multimedia content description data, and program instruction code.

8. Method according to claim 7, wherein:

the block headers sections (301) comprise a scene block header (400);

the block headers sections (301) comprise a header selected from the group consisting of an image resource block header (500), a text resource block header (550), a mesh resource block header (600), and a video resource block header (650);

the data blocks section (302) comprise a scene data block (700);

the data blocks section (302) comprise a data block selected from the group consisting of an image resource data block (1200), a text resource data block (1250), a mesh resource data block (1300), and a video resource data block (1350);

the number of data blocks in the data blocks section (302) is equal to the number of block headers in the block headers section (301) with an empty external_link field (324); and

the program instruction code controls playback of the multimedia content.

9. Method according to claim 7, wherein the logical structure is a XML formatted structure.

10. Method according to claim 7, further comprising receiving information selected from the group consisting of the aggregated data representation and the logical structure across a transport medium (105) on a destination computer (101), for rendering the content using a renderer (103).

11. Computer-readable aggregated data representation encapsulating multimedia content data, multimedia content description data, and program instruction code, the aggregated data representation comprising a logical structure stored on a computer readable storage device, the logical structure comprising:

a main header section (300) comprising information about the multimedia content data, multimedia content description data, and program instruction code in a logical structure that defines the aggregated data representation;

a block header section (301) comprising multiple block headers for the multimedia content data, multimedia content description data, and program instruction code; and

a data block section (302) comprising multiple data blocks for all multimedia content data, multimedia content description data, and program instruction code.

12. Computer-readable aggregated data representation of claim 11, wherein:

the block headers sections (301) comprise a scene block header (400);

the block headers sections (301) comprise a header selected from the group consisting of an image resource block header (500), a text resource block header (550), a mesh resource block header (600), and a video resource block header (650);

the data blocks section (302) comprise a scene data block (700);

the data blocks section (302) comprise a data block selected from the group consisting of an image resource data block (1200), a text resource data block (1250), a mesh resource data block (1300), and a video resource data block (1350);

the number of data blocks in the data blocks section (302) is equal to the number of block headers in the block headers section (301) with an empty external_link field (324); and

the program instruction code controls playback of the multimedia content.

13. Computer-readable aggregated data representation of claim 11, wherein the logical structure is a XML formatted structure.

14. A computer-readable storage medium holding instructions for encapsulating multimedia content data, multimedia content description data, and program instruction code into an aggregated data representation comprising a logical structure, the instructions comprising:

storing on a storage device, information about the multimedia content data, the multimedia content description data, and the program instruction code to form a main header section (300) in the logical structure;

storing on the storage device, multiple block headers for all multimedia content data, multimedia content description data, and the program instruction code to form a block headers section (301) in the logical structure; and

storing on the storage device, multiple data blocks for all multimedia content data, multimedia content description data, and the program instruction code to form a data blocks section (302) in the logical structure.

15. A computer-readable storage medium holding instructions for retrieving multimedia content data, multimedia content description data, and program instruction code from an aggregated data representation stored on a storage device, the data representation comprising a logical structure encapsulating the multimedia content data, multimedia content description data, and program instruction code, the instructions comprising reading from the storage device:

a main header section (300) of the logical structure, the main header section having information about the multimedia content data, the multimedia content description data, and the program instruction code;

multiple header blocks from the header section (301) of the logical structure, the multiple block headers comprising information about multimedia content data, multimedia content description data, and program instruction code; and

multiple data blocks from the data section (302) in the logical structure, the multiple data blocks comprising multimedia content data, multimedia content description data, and program instruction code.